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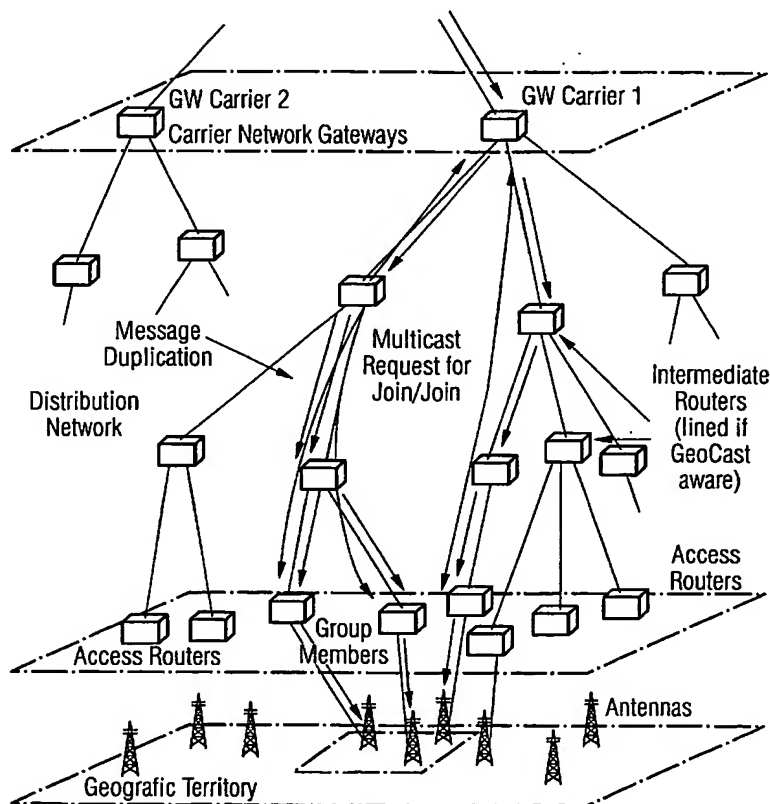
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(54) Title: **DYNAMIC AND TRAFFIC-DRIVEN OPTIMIZATION OF MESSAGE ROUTING TO GEOGRAPHICAL  
ADDRESSES**



(57) Abstract: The consists of a network device and a method arranged to deliver messages in a communications network comprising the steps: monitoring an arrival rate of messages destined for a geographical area within a short time period; establishing upon reaching a threshold, a multicast group for routing said messages to said geographical area, wherein network devices responsible for delivering said messages join said multicast group; delivering upon establishment of said multicast group said messages to said geographical area.



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